

# MLM Company Profile: Holy Tea Club



\*\*\*\* Trademark of Holy Tea Club

## Holy Tea Club

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### Founding Story

Holy Tea Club is a subsidiary of Set You Free Enterprises, which is owned by Chuck Dhuey. Mr. Dhuey has been working with his partner, John Rosanbalm, since 1995 helping people start their own home-based businesses. Mr. Dhuey once built a sales organization in four months of over 54,000 people and Mr. Rosanbalm developed a web-based system that generated over \$52 million in 120 days.

Dr. Bill Miller is the doctor who developed the Holy Tea Club product. The Holy Tea Club website states that the product has been used successfully by thousands of patients for over twenty years.

### Impact on the Industry

NA

### Discussion of Products

Holy Tea Club offers an herbal tea product that is designed to cleanse the digestive tract and detoxify the body. The goal of the tea is to regulate bowel movements to two-three per day.

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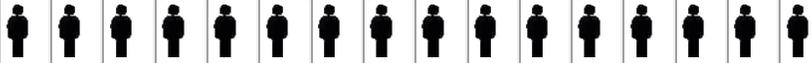
## Discussion of Opportunity

Holy Tea Club offers the following compensation plan:

*It all begins with a 2 wide by 4 level deep pay matrix. This is a very small narrow ([www.mlmllegal.com](http://www.mlmllegal.com)) matrix of 30 people and it's a forced matrix so that a club member can only have 2 members on their first level at the outset. If you were to sponsor more than two people they would fall under other people in your matrix who don't have two members on their first level yet. That's called spillover and it is a way for all of us to help one another as a team.*

*A brief word of advice on spillover: Receiving spillover from your upline is not a "right", but rather it is something that is collectively earned by all of us. If each one of us does our part by accomplishing the simple do-able task of sponsoring two or more people, we can all receive a great deal of exciting spillover. If many of us wait for others to do the work, we will all be waiting for spillover that does not come. Our compensation plan is designed for a whole lot of people to each take responsibility for the small do-able task of sponsoring two or more people that we are each very motivated and enabled to do. The end result is the potential for a significant self-employment income of \$5000 or more per month for any qualified club member.*

When you fill your 2 x 4 matrix, it looks like this:

For illustration purposes, this chart assumes that everyone is purchasing \$40 of product.				
Level	Payout per person	Payout per level	Total Matrix Payout	YOU
1	\$.40	\$.80	\$.80	
2	\$.40	\$1.60	\$2.40	
3	\$.40	\$3.20	\$5.60	
4	\$6.80	\$108.80	\$114.40	

*Actual percentages are 1% first level, 1% second level, 1% third level, and 17% fourth level.*

*Total matrix payout is 20%. Add to that the two matching bonuses and the total payout for matrix and matching bonus is 60%.*

*For illustration purposes, this chart assumes that everyone is purchasing \$80 of product.*

<b>Level</b>	<b>Payout per person</b>	<b>Payout per level</b>	<b>Total Matrix Payout</b>
<b>1</b>	\$ .80	\$1.60	\$1.60
<b>2</b>	\$ .80	\$3.20	\$4.80
<b>3</b>	\$ .80	\$6.40	\$11.20
<b>4</b>	\$13.60	\$217.60	\$228.80

*For illustration purposes, this chart assumes that everyone is purchasing \$120 of product.*

<b>Level</b>	<b>Payout per person</b>	<b>Payout per level</b>	<b>Total Matrix Payout</b>
<b>1</b>	\$1.20	\$2.40	\$2.40
<b>2</b>	\$1.20	\$4.80	\$7.20
<b>3</b>	\$1.20	\$9.60	\$16.80
<b>4</b>	\$20.40	\$326.40	\$343.20

*The two charts above illustrate how much your 4 level income will be when you have a small 2x4 matrix filled with members purchasing first \$80 of product each month and then \$120 each month.*

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*Everyone will purchase or generate sales volume of at least \$40 worth of product each month to qualify to receive 4 levels of income. That is the only requirement - \$40 of personal volume. There are no requirements to sponsor anyone in order to receive 4 levels of income. Anyone who joins with \$40 of volume, will be very motivated to upgrade to \$80 of volume as you will see in the paragraph below.*

*Even though you don't have to personally sponsor new members into our company to earn overrides in your 2x4 matrix, everyone in our system is exceedingly motivated to sponsor two people, and that's what builds a 2x4 matrix. Why are they motivated? Anyone who has \$80 of personal ([www.mlmlegal.com](http://www.mlmlegal.com)) volume and has sponsored two people in our system, is qualified for a matching bonus on whatever the people on their 4th level earn in their 4 level matrices. Anyone who is purchasing \$40 of product and sponsors two people into our system, will be motivated to upgrade to an \$80 purchase in order to qualify for a matching bonus on whatever the people on their 4th level earn in their 4 level matrices. A member must have \$80 of personal volume and two personally*

sponsored members that made a purchase this month in order to receive a matching bonus on all their 4th level members.

*The matching bonus is the most lucrative feature of our compensation plan and it doesn't matter whether there is one person on your 4th level or 16 people. They do not have to be personally sponsored by you. Whatever anyone on your 4th level earns in their 4 level matrix, you receive a 100% match. If they earn \$10, you receive \$10. If they earn \$343, you receive \$343.*

Holy Tea Club offers its distributors incentive programs in addition to the compensation plan. For more information, one must contact the company directly.

#### **Discussion of Distributor Base and Sales Volume in U.S.**

Holy Tea Club states that its product has been used safely by thousands of people in the United States over the course of twenty years.

Company Website: <http://www.holyteaclub.com/web/helenlr/home.xhtml>

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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